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John Wanamaker



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John Wanamaker

The Record of a Citizens' Celebration
To Mark His Sixty Years
Career as Merchant

April, 1861—April, 1921

Philadelphia

Printed for the Committee

Nineteen-Twenty-one

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By Transfer
Sept. 22, 1924

EARLY IN THE YEAR 1921, when it was realized that during the coming April, John Wanamaker would celebrate his sixtieth anniversary as a merchant, a number of his friends and admirers determined to testify their appreciation of, and faith in, a Philadelphian, who had wrought so well for his native city and made for himself such a record of integrity, civic helpfulness and brilliant business success.

Mr. Wanamaker began life without rich or influential support, and it is but the barest truth to say that all that he achieved was due to his own energy, honesty and intellect. When he entered on his career as merchant, sixty years ago (April 8, 1861) at "Oak Hall", Sixth and Market Streets, he had little or nothing to aid him but his own spirit of enterprise, and that remarkable gift of vision which has so often enabled him to look into the book of the future and read therein the destined greatness of America. Some of his best friends and well-wishers prophesied that the young clothing merchant would fail, and there seemed good ground for this prediction. But John Wanamaker, with his wonderful capacity for hard work, and that splendid enthusiasm which the lapse of time has never destroyed, went serenely ahead and made for himself, within a few years, an important place in the community.

In 1876, the year of the Centennial Exhibition, Mr. Wanamaker moved into the "Grand Depot" at Thirteenth and Market Streets, (a rehabilitation of the old Pennsylvania general freight depot, where Moody and Sankey had recently appeared); and early in 1877, before this venture was a year old, he inaugurated the "New Kind of Store", when he added to the regular retail clothing business a finely equipped dry goods store. People were amazed at such seeming "audacity", and again some predicted failure, but starting with that place as a foundation he gradually developed and built up the great "Wanamaker Store", which now occupies all the ground between Chestnut and Market and Thirteenth and Juniper Streets, and which has been so well described as "one of the wonders" of America.

The Wanamaker Store of today, the lineal descendant of the infant enterprise born at Sixth and Market Streets, sixty years ago, is the best monument to the commercial greatness of John Wanamaker and to that gift of vision which has made him see where others have been blind. It might be written for him, as was written for Sir Christopher Wren: "If you want to see my monument, look around you." For such is a free translation of the Latin tablet erected in St. Paul's, London, in honor of the great architect of the Cathedral.

Americans honor John Wanamaker not only as a merchant prince and as a dreamer who has transformed his dreams into brick and iron and marble, but also as one who has worked steadily for the benefit of his fellow man. As a public-spirited citizen, as a Cabinet officer—who can ever forget his brilliant service as Postmaster-General of the United States?—and as the creator and inspirer of Bethany Church and Sunday-school, we praise him. Furthermore, we honor him for his relation to his employees, in whom he has always had such a friendly and practical interest, and for the unostentatious manner in which he has so often gone out of his way to do kindly acts or stretch out a hand to many who have fallen along the wayside.

It would be a truism to say that the life of Mr. Wanamaker has been an extraordinary one, yet the fact remains that no better adjective can be used in describing its development from his boyhood days near Gray's Ferry Road until the present time. As we think of it we are mindful of that line from Holy Writ which Benjamin Franklin's father often quoted to him, and which has its own bearing on John Wanamaker:

"Seest Thou a Man Diligent in His Calling, He Shall
Stand Before Kings."

Thoughts like these in the minds of certain Philadelphians, including the Mayor, gave rise to the following letter, copies of which were sent out to many prominent citizens in various walks of life:

April 8, 1921

DEAR SIR:

The career of John Wanamaker as citizen and merchant at the close of sixty years in active business, has been so conspicuous as to induce a group of his fellow citizens to suggest a testimonial which will take the form of a luncheon, at the Bellevue-Stratford Hotel, Philadelphia, Tuesday, April 26th, at twelve-thirty o'clock.

The accompanying correspondence discloses the thought and purpose underlying the movement. Such an event must necessarily attract the interest of Philadelphia's foremost citizens and of the legion of Mr. Wanamaker's admirers elsewhere.

The attendance at the dinner, which must be limited owing to the capacity of the hall, will be by subscription. The rate has been fixed at ten dollars per plate and subscriptions will be entered in the order of their receipt. If you desire to participate in this unusual Philadelphia event, kindly forward your acceptance and subscription to Edward Robins, Secretary-Treasurer, Mayor's Office, City Hall, Philadelphia.

Very truly yours,

J. HAMPTON MOORE

Chairman

WILLIAM C. SPROUL
EDWIN S. STUART
ROBERT VON MOSCHZISKER
ALBA B. JOHNSON
SAMUEL REA
LEVI L. RUE

WILLIAM POTTER
GEORGE WHARTON PEPPER
JOSIAH H. PENNIMAN
SAMUEL M. VAUCLAIN
AGNEW T. DICE
JOSEPH M. STEELE

Committee

The correspondence referred to in the letter is appended:

March 23, 1921

HON. JOHN WANAMAKER,
City Hall Square,
Philadelphia, Pa.

DEAR MR. WANAMAKER:

We note with great interest that April 8th, next, will mark the Sixtieth Anniversary of your entrance into mercantile business in this city. Your career as merchant, Cabinet officer and public-spirited citizen has been distinguished by such signal success and integrity that we feel it would be appropriate to make acknowledgment of it in some way, and the thought has suggested itself to us that you might consent to meet a number of your friends and well-wishers at luncheon or dinner any day next month agreeable to you. May we ask your favorable consideration of this suggestion? We feel that this would be a proper way to observe the close of so wonderful a span of human activity, during which you have worked steadily for the public good and contributed materially to the commercial prosperity of our country.

Trusting we may have an affirmative answer from you at your convenience, we have the honor to be,

Very sincerely yours,

(Signed by the Committee)

March 31, 1921

HON. J. HAMPTON MOORE,
Mayor of Philadelphia,
City Hall.

MY DEAR MAYOR MOORE:

I received your letter of March 29th, with its enclosure of March 23d, in New York yesterday, and have brought the letter with me to Philadelphia, in order that I might have time for consideration of the wonderful invitation of yourself and your compatriots.

I have decided, if it is agreeable to you, to accept this splendid invitation for my Father, as I believe in his traveling from point to point in his boat in the South, it would be difficult to reach him, and have his reply in time to be convenient for you to make your arrangements.

With great esteem, high regard and deepest appreciation to you and the signers of the invitation, I am,

Yours very sincerely,

RODMAN WANAMAKER

The circular of the Committee found immediate response, subscriptions coming in by every mail, so that preparations for the luncheon began at once under the active supervision of the Mayor. The latter invited a number of distinguished persons to be guests of the Committee, including the President of the United States and members of his Cabinet, Senators Penrose and Knox, and others, and while it was impossible for some of them to attend, those who had to decline sent letters of sincere regret and of appreciation and goodwill towards John Wanamaker. Among the special guests who could come were His Eminence, Cardinal Dougherty, Hon. John F. Hylan, Mayor of New York, Hon. James M. Beck, Senator Walter E. Edge of New Jersey, Edward T. Stotesbury, Rodman Wanamaker, Bishop Joseph F. Berry, Police Commissioner Enright, of New York, Captain Louis M. Nulton, U. S. N., and the Rev. Dr. Joseph Krauskopf.

On Tuesday, April 26th, the day arranged for the luncheon, the members of the Committee met in the Mayor's Office in City Hall, shortly before noon, and proceeded to the Wanamaker Store. Here the Mayor waited upon Mr. Wanamaker, and the whole party taking automobiles, under convoy of mounted police, escorted the guest of the day down Market Street to Sixth, where he had a glimpse of "Oak Hall", the corner-stone of his business career. The

Mayor and Committee then took Mr. Wanamaker a flying trip to Independence Hall (was he not entitled to the same honor as that accorded other guests of the City in the past?) and a quick ride to Broad and Walnut Streets brought them all to the Bellevue-Stratford. This little episode, an inspiration of the Mayor's, was a complete surprise to Mr. Wanamaker, who was deeply interested and touched by it; he had never dreamed, when he started his mercantile life at "Oak Hall" under what circumstances he would be taken to look upon the old building, exactly sixty years later.

The ball room of the Bellevue-Stratford had been elaborately decorated with cut flowers, palms and bunting, and presented a beautiful sight when the Mayor and his party, including guests of the Committee, marched in to take their places at the long table directly in front of the stage. At the smaller tables, about fifty in all, were seated many of the most prominent citizens of Philadelphia, and some from New York, distinguished as lawyers, merchants, bankers and professional men, and they all rose and applauded enthusiastically as the Mayor and John Wanamaker appeared arm in arm. So did the ladies who thronged the balcony as interested spectators of the scene.

The Mayor seated himself at the long table, with Mr. Wanamaker on his right and Mayor Hylan on his left. To the right of Mr. Wanamaker came the Cardinal-Archbishop of Philadelphia, and beyond were Hon. James M. Beck, Chief Justice von Moschzisker, Rabbi Krauskopf, Edward T. Stotesbury, Agnew T. Dice, Hon. William Potter, Samuel M. Vauclain and George Wharton Pepper. To the left of Mayor Hylan, were Senator Edge, former Governor Stuart, Police Commissioner Enright, of New York, Samuel Rea, Bishop Berry, Levi L. Rue, Alba B. Johnson, Dr. Josiah Harmar Penniman and Joseph M. Steele.

After everyone was seated, the luncheon was served. This was the menu :

CANAPE OF CAVIAR AND ANCHOVIES

SALTED ALMONDS

SALTED NUTS

CELERY

OLIVES

CREAM OF FRESH MUSHROOMS

PLANKED DELAWARE SHAD WITH ROE

POTATOES, PERSILLADE

RIBS OF SPRING LAMB, ORANGE-MINT SAUCE

SWEET POTATOES, NESSELRODE

FRESH STRING BEANS

FRESH ASPARAGUS TIPS SALAD

STRAWBERRIES, ROMANOFF

MIXED CAKES

COFFEE AND CIGARS

The menu cards were works of art, with handsomely illuminated covers, enclosing a photogravure of Mr. Wanamaker and half-tone reproductions showing "Oak Hall" in 1861, (with vignettes of the young merchant and his partner, Nathan Brown, as they looked at that time) and the great Wanamaker Stores in Philadelphia and New York. One page had the following record of Mr. Wanamaker's wonderful career:

MILESTONES

- 1838—July 11, Born in Philadelphia.
- 1852—Started work as errand boy in publishing house for \$1.25 per week.
- 1856—Returned to Philadelphia from Indiana, where his family had moved.
- 1856-58—Worked as salesman in two retail clothing stores.
- 1858—February 14, organized a Sunday school of 27 members—the beginning of the famous Bethany Sunday School now numbering 3000, and incidentally the beginning of three great institutional churches, the Bethany, the John Chambers (built 1902) and the Bethany Temple (built 1906).
- 1860—Rejected for army service on account of poor health.
- 1860—Married Mary Erringen Brown.
- 1861—April 8, opened "Oak Hall" clothing store for men and boys at Sixth and Market Streets—first of the great "Wanamaker's Stores."
- 1862—Inaugurated the doctrine of the shortened business day.
- 1874—October 3, announced the one-price system.
- 1875—Bought the old Pennsylvania Freight Station at Thirteenth and Market Streets, and loaned it for the famous Moody and Sankey Evangelistic Meetings.
- 1876—May 6, opened the "Grand Depot" as a clothing store at Thirteenth and Market Streets.
- 1876—Member of Board of Finance of Centennial Exhibition.
- 1877—March 12, announced the "New Kind of Store."
The first Department Store.
- 1886—April 29, Announced the first Saturday half holidays.
- 1889—Founded First Penny Savings Bank for encouragement of thrift.
- 1889-93—Appointed Postmaster General in Benjamin Harrison's Cabinet. Established sea post-offices, abolished lotteries, enlarged free delivery system, created rural delivery system, first proposed the parcel post system.
- 1895—Built Men's Friendly Inn, a rescue home.
- 1896—Bought the A. T. Stewart Store in New York.
- 1900—Built Brotherhood Settlement House and established John Wanamaker Branch of Free Library.
- 1902—Broke ground for new Philadelphia store.
- 1906-07—Built and opened new store in New York adjoining A. T. Stewart Building.
- 1909—June 12, laid cornerstone of new Philadelphia Building.
- 1911—Celebrated Golden Jubilee of half a century of business.
- 1911—December 30, completed the new Wanamaker Store, dedicated by the President of the United States, William Howard Taft, in the presence of 30,000 persons.
- 1912—Decorated an Officer of the Legion of Honor by the French Government.
- 1914—November 12, chartered the Steamship Thelma and sent her to Europe with food for the starving Belgians, followed a week later by the Steamship Orn.
- 1916—Nominated Fairbanks for Vice-President at the Republican National Convention.
- 1921—Celebration of sixty years of business life.

Towards the middle of the luncheon, the Mayor, as toastmaster, took a novel and effective way of introducing some of the prominent guests present, by asking them to read a few of the many letters received in reference to John Wanamaker and the celebration in his honor.

The proceedings are given *verbatim* herewith.

THE MAYOR: Gentlemen. This is where time counts. We have so many eminent men here, it will be impossible to hear them all, so we propose to present them in a novel way. The distinguished United States Senator from New Jersey, Mr. Edge, will kindly read this letter:

SENATOR EDGE: Mr. Mayor, I thank you very much for this privilege.

THE WHITE HOUSE
Washington

April 14, 1921

MY DEAR MR. MAYOR:

I regret very much that public engagements will make it impossible for me to attend the luncheon in honor of Mr. Wanamaker, to which you have been kind enough to invite me on behalf of the City of Philadelphia. With the utmost appreciation of the services of Mr. Wanamaker as citizen and as public official, I should be glad to join in the testimonial you are tendering to him. That being impossible, I will assure him and his friends of my high regard and best wishes for Mr. Wanamaker.

Very truly yours,

(Signed) WARREN G. HARDING

Hon. J. Hampton Moore,
Mayor, Philadelphia, Pa.

MAYOR MOORE: Governor Stuart, who knows a great deal about the Post Office, will read the following letter:

FORMER GOVERNOR STUART:

April 25, 1921, 11.09 p. m.

WASHINGTON, D. C.

HON. J. HAMPTON MOORE,
MAYOR, PHILADELPHIA, PENNA.

It is with real regret that I find pressure here is such I cannot come up tomorrow for the luncheon to be given in most fitting honor to Mr. Wanamaker. He is of

the best type of our American citizenship. I had hoped very much that I could be there and join with you in this tribute which he so richly deserves. John Wanamaker is a credit to this country. He has stood always for the very best things. His success and achievement are another vindication of the possibilities of America and an inspiration to all who strive for right ends. He made a most distinguished record in the government service and his accomplishments here are no small part of his great work. I wish you would express for me to all there my real regret, and assure Mr. Wanamaker of my continued very highest esteem and for me wish for him many years of continued happiness and usefulness.

WILL H. HAYS

MAYOR MOORE: Here is a very fitting selection—the Honorable James Gay Gordon will read this interesting message just received over the wire.

JUDGE GORDON:

April 25, 1921

MY DEAR MAYOR MOORE:

I regret exceedingly that train schedules prevent my joining you in doing honor to Hon. John Wanamaker, America's greatest merchant. His business career illustrates the possibilities in this 'Land of the Free.' His political career illustrates a high type of citizenship—he takes time for patriotic duties. His personal life illustrates the beauty of Christian service. God has given him the wisdom of age without withdrawing from him the strength of earlier years. May he live long to enjoy the affection of his countrymen.

Yours truly,

WILLIAM JENNINGS BRYAN

MAYOR MOORE: Chief Justice von Moschzisker of the Supreme Court of Pennsylvania will read this message from another distinguished man.

CHIEF JUSTICE VON MOSCHZISKER:

VICE PRESIDENT'S CHAMBER
Washington

MY DEAR MR. MAYOR:

April 14, 1921

I am extremely sorry that engagements here in Washington absolutely prevent me from being present at the luncheon on the 26th, in celebration of the sixtieth anniversary as a merchant of Hon. John Wanamaker. It would be a pleasure to me to join with you in paying this deserved tribute to a man who has been so prominent, not only in the business world but as an unselfish public servant and benefactor.

Very truly yours,

CALVIN COOLIDGE

MAYOR MOORE: Every member of the Cabinet has sent a sympathetic letter of heart felt regret at his inability to attend this meeting. This, being Cabinet Day, none of them could be present. However, Mr. Wanamaker ought to know that Washington is talking about him. We have with us Bishop Berry, who has a fine voice and splendid presence, and we will ask him to read the following message of regret.

BISHOP BERRY: I am very glad indeed to read this particular message, because it comes from a very old and valued friend of mine, and I have never been ashamed of those whom I may call my friends.

HOUSE OF REPRESENTATIVES, U. S.

DEAR MR. MAYOR:

April 15, 1921

I have your favor of the 14th, extending invitation to luncheon in honor of the Honorable John Wanamaker on his sixtieth anniversary as a merchant, Tuesday, April 26, and regret that the condition of public business before the House will not permit me to join with you and your fellow Philadelphians in paying a deserved tribute to Mr. Wanamaker not only as a business man but as a great public-spirited citizen of the Republic—one who has well illustrated in practice President Harding's motto, 'Less Government in business and more business in Government.'

Thanking you and your committee for the invitation and regretting that I cannot be with you, I am,

Sincerely yours,

(Signed) J. G. CANNON
18th Dist. Illinois

MAYOR MOORE: The quondam boy orator of Pennsylvania, who has lately ascended to the Supreme Court of the State, will read the following communication received from a potential United States Senator—Justice Schaffer.

JUSTICE SCHAFFER: I appreciate very much the compliment in the "boy":

UNITED STATES SENATE

DEAR MR. MAYOR:

April 23, 1921

I have the cordial invitation to attend the luncheon to be given at the Bellevue-Stratford Hotel on Tuesday, April 26th, by the citizens of Philadelphia and vicinity, to celebrate the sixtieth anniversary of Honorable John Wanamaker as a merchant.

I regret that engagements in Washington in connection with revenue legislation will render it out of the question for me to leave here at that time.

Were the situation different, it would afford me much pleasure to be present, and have an opportunity of expressing my high regard and esteem for the distinguished guest of the occasion.

Mr. Wanamaker's extraordinary and brilliant career as a merchant, and as a public man, has placed him in the forefront of the men of achievement of his generation, and reflects lustre on Pennsylvania.

I am sure I share with all who may be present at the luncheon the wish that he may enjoy health and happiness for many years, and continue his useful activities in our community.

Yours sincerely,

BOIES PENROSE

MAYOR MOORE: Mr. Wanamaker's office today is a bower of beauty. There are tributes from myriads of friends. Here is one from men employed in public service when Mr. Wanamaker was directly in the public service. They desire to be remembered and have sent this tribute—the Keystone Branch of the National Association of Letter Carriers. These are the men who do not forget.

(Here the Mayor set forth a beautiful floral design.)

We have also with us Rabbi Joseph Krauskopf. His name stands for oratory and eloquence wherever pronounced, but we are going to ask him to read—this letter from a Statesman:

RABBI KRAUSKOPF:

UNITED STATES SENATE

April 20, 1921

MY DEAR MR. MAYOR:

I have been out of town for the past five or six days and have just received your letter of April 14th, extending to me an invitation to be present at the luncheon given in honor of Honorable John Wanamaker, on April 26th, next.

I sincerely regret that it is not possible for me to be in Philadelphia that day, much as I would like to join with the host of friends of Mr. Wanamaker in extending to him congratulations upon his continued health and success. Of course, we all look upon Mr. Wanamaker as not only one of Pennsylvania's greatest citizens but one of the greatest merchants of all time and it would have been an unfeigned pleasure for me to have attested by my presence on April 26th, the sincerity of my regard for him and his great accomplishments.

Sincerely yours,

(Signed) P. C. KNOX

MAYOR MOORE: Mr. E. T. Stotesbury, who does not want any money, but who understands thoroughly what the rate of interest is where it is not written in the note, will read the following letter from the Superior Court:

MR. STOTESBURY:

April 21, 1921

MY DEAR MAYOR:

Yours of the 20th inst. to hand. I would take especial pleasure in saying what I think of our mutual friend on his exceptional service, but I am tied up in Pittsburgh with court engagements, which are mandatory. The occasion will be so much out of the ordinary and your guest so radically different from other men, in conception and achievement, that he furnishes a splendid text for the onward, upward movement you are urging on Philadelphia, and the result should be a very practical one.

Cordially yours,

GEO. B. ORLADY, President Judge
The Superior Court of Pennsylvania

MAYOR MOORE: A distinguished officer of the Commonwealth who has troubles of his own elsewhere today, being unable to be present, but wishing to be represented, has forwarded this letter, which we will ask Mr. Samuel Rea, who occupies an important position with the Pennsylvania Railroad Company, to read:

MR. REA:

April 21, 1921

DEAR MAYOR MOORE:

It is with great regret that I am obliged to advise you that I cannot attend the luncheon to Hon. John Wanamaker, in Philadelphia, on Tuesday, next.

As you know, this coming week marks the wind-up of the Legislature, and I cannot be away from Harrisburg for even an hour.

Pennsylvania has no greater or more representative citizen than Mr. Wanamaker. I think he knows how much I appreciate him, but I should enjoy the opportunity to tell him again upon this occasion, were it possible to do so.

With sincere regards, I am,

Very cordially,

WM. C. SPROUL
Governor

MAYOR MOORE: Messages and telegrams have been coming in constantly during the course of the luncheon, greeting and congratulating our distinguished guest. We will not have time to read them all, but we will keep a record of them, in fact stenographic notes are being taken of these proceedings, and—this we tell without revealing one of the secrets to our guest—these will be published and set forth and distributed in a memorial volume as soon as we can get the matter together.

Here is a message from his neighbors in Jenkintown. The Kiwanis Club, which is holding a meeting in this hotel, extends congratulations. Public School teachers and Sunday School teachers from all over the State forwarded a standard of flowers.

And now, while everything is quiet, before the speech-making begins (and that speech-making is to be brief necessarily because of the plethora of speakers who will not be called upon), let us salute that new dignitary of the Church, who recently returned to his native State with distinguished honors that make him a world figure—Cardinal Dougherty. (Applause.)

Gentlemen, a tribute to the ladies in the gallery, will you give them a hand? (Applause.)

Let us do something now, let us rise to the ladies. (All the guests, the Mayor and Mr. Wanamaker, rose)

Now, ladies, we hope you are satisfied! (Laughter.)

This little movement may not be thoroughly understood, but it all leads to a point. The time has now arrived for the presentation of our bachelor ex-Governor, Edwin S. Stuart, who will politely rise and make his bow to the ladies—the most eligible man we have amongst the men—Governor Stuart. (Laughter and Applause.) (ex-Governor Stuart arose and bowed.)

Well, now, ladies, wouldn't you like to see Mr. Thomas E. Mitten, who runs our street car lines, and makes a great deal of

trouble for the Mayor—Mr. Mitten—also unattached. (Mr. Mitten arose and bowed.) (Applause.)

Gentlemen, I don't know whether you have seen one or not, but I am quite sure the ladies have not seen an Ambassador recently, and hence I present the Honorable William Potter, not to talk about Italy, but to make his bow. (Mr. Potter arose and bowed.) (Applause.)

The next introduction does not presume that there will be a discussion of the League of Nations—Mr. George Wharton Pepper. (Mr. Pepper arose and bowed.) (Applause.)

That was a very eloquent argument, as we will all agree. Just one thing has to be cleared up—we want no trouble with the railroads, they have enough of their own, and lest there might be friction, I will introduce Mr. Agnew T. Dice, the President of the Philadelphia and Reading Railway Company. (Mr. Dice arose and bowed.) (Applause.)

Colonel Sam Lit will rise and remain standing—Colonel Ellis Gimbel will rise and remain standing—Mr. Joseph Snellenburg will rise and remain standing—Mr. Isaac H. Clothier, Jr., will do the same. (The four gentlemen arose and bowed.) (Applause.)

Gentlemen, you may now be seated. Mr. Wanamaker, this is a tribute from your great competitors. This is the day we fear no rivals, but welcome them all.

Captain Nulton, the Commandant of our great Navy Yard, will rise and remain standing. General Wendell P. Bowman will rise and remain standing. (Captain Nulton and General Bowman arose.)

Army, look upon the Navy—Navy, look upon the Army. What say you, ladies and gentlemen? (Applause.)

Ladies and gentlemen: We have reached that point in the luncheon exercises where we must proceed to the real business that brings us together. It may be trite, but it is true that great oaks from little acorns grow. A rail splitter may become the President

of the United States; a breaker boy may become a Cardinal; a farmer boy may become the Mayor of the great metropolis; a boy who worked in the brick yards, and was proud of the seventy cents he earned in a whole week, may live to become the greatest merchant in all the world. (Applause.)

We have assembled as Philadelphians and allied communities, to take formal recognition—you may call it official recognition—of the attainment by our distinguished guest of that well-rounded period in an American life which encompasses sixty years of active business, a most extraordinary condition—one seldom heard of heretofore, and one likely to be heard of infrequently hereafter.

Born in this city, our notable guest toiled here as boy and man, helping to bring fame to the people with whom he associated, not only through his private but through his public life, until he reached the very apex of an exceptional business career. The modest beginning was shown him this morning, as we escorted him officially down the great thoroughfare upon which fronts the wonderful building he has since reared, and there at Sixth and Market Streets we doffed our hats to the man who started there on sound business principles sixty years ago. Such a span of life—such a span of business life—is rare in any community, and we have felt it our duty as citizens, and as officials, to take cognizance of it in the manner here shown. We greet great men who come from abroad; we take them with great unction to our Independence Hall, to the Shrine of American Liberty; we do not know, sometimes, how important or how lacking in importance they may be in the community from which they come, but we extend to them the hand of hospitality, and we give them the proverbial Philadelphia greeting. Today we led one of our own citizens, a Philadelphia born boy, to the Shrine of American Liberty, and there handed to him, so far as we had the power, the freedom of the city he loves. (Applause.)

The Committee has had tacit understanding that the addresses should be brief, and that the Chairman should set an example of



OAK HALL, SIXTH AND MARKET STREETS, PHILADELPHIA, IN 1861

JOHN WANAMAKER AND NATHAN BROWN
PARTNERS IN THE BUSINESS

brevity in this regard. But the occasion is a temptation, even to the very highest flights of eloquence, and we cannot close, without drawing a moral from the life of the man we are met to celebrate. By industry he won, but he did not win by industry alone; he was enterprising, as well as industrious—ever ready to match his wits against those of his time, and in that contest he won; but better than the mere matching of wits, he knew as a boy and man, that no matter how industrious he might be, no matter how hard he might work, no matter how enterprising, there must still be under the house he reared, a foundation of integrity, of justice, of morality, of fair dealing. (Applause.)

These great principles characterized his work of the past sixty years, and dominated it so effectively that Philadelphia has been the gainer—the Commonwealth has been the gainer. Even the United States has had reason to boast of this Philadelphia born boy whose name has become a synonym for commercial integrity throughout the entire civilized world. (Applause.)

And he is still at work. Each day he is “on the job,” to use the vernacular of the street, attending to his business, preferring to “wear out rather than rust out.” Each morning we have a glimpse of his busy life and of his keen intellect, in the editorials which he himself still indites. A ray of sunshine through the latticed window in the morning, and the thought arising from it presents the story of the day. Is he riding yonder upon the placid waters of Biscayne Bay? Then with books and writing materials around him, he is drawing upon the scenes of grandeur, the beauty of the coast line—in it all for him, is the thought of creation, locally applied. Is he riding upon the train to the home yonder by the Sea? There is a boy plowing the field, he is making a furrow straight or crooked—he sees it all, a lesson in it all—and tomorrow we have it in a word picture, a moral adorning the tale. (Applause.)

I do not know how he feels today; he has indulged in one or two expressions as we have sat here side by side, indicating his great

pleasure and satisfaction at this out-pouring of his legion of friends, but I feel I am safe in saying that he regards this as a tribute as much to the methods which he has employed throughout his business life as to his own personality. The glory of this day from the viewpoint of the Mayor is, that we are not necessarily celebrating a great warrior returned from the battlefield, we are not celebrating a great admiral who has sent to destruction the fleet of the enemy, (though we would cheerfully do so were he fighting in a holy and righteous cause), we are not celebrating some great politician or statesman constantly in the public eye; we are celebrating a private citizen, and doing it with an enthusiasm and sincerity that we know to be heartfelt and true.

You gentlemen are busy, but you have dedicated today these few hours of your business life, in tribute to a man who has made good in every particular of life. The expression that came a while ago from the men of the Postal Service did not wholly "say in flowers" what they felt; it was the expression of men who, as I said, do not forget that this man, snatched from private life and thrust into high public station by the President of the United States, was able, at the head of the Department of Postal affairs of the United States, to render great service to the people. Following his penchant for pleasing and satisfying, and educating and elevating the people, he established that great system now known from one corner of the country to the other, the Rural Free Delivery.

A costly service, it is true, but a service that, by reason of the contributions of the Government, directed under his auspices, carried information, light and education to the backwoodsman, to the country roadside, to every hamlet in the land now grown to one hundred and ten millions of population. He cared for the urban as well as the suburban dweller also, by inaugurating the pneumatic tube system for first class mail.

Yes, he had a public career and he rendered great public service, but we are not speaking so much of that today as we are speaking

of the private citizen and the principles for which he has stood. In no better way can I state those principles, or exemplify them to this great audience than by drawing upon his own words—words imprinted now upon this golden medallion prepared by a loving son for a devoted father, words constituting a precious maxim, formulated by him at the laying of the corner stone of the great building yonder, over which he now presides.

“Let those,” said John Wanamaker, taking over this great new structure at Thirteenth and Market Streets—“Let those who follow me continue to build with the plumb of honor, the level of truth, and the square of integrity, education, courtesy and mutuality.”

The other night the new Cardinal quoting from the “Father of his Country,” in refutation of the spirit of Bolshevism that seems to prevail elsewhere, and which is sometimes tempted to rear its ugly head in our own midst—used substantially these words, “The foundation of government rests upon the principles of morality and religion.” Surely, nothing better illustrates the life of the man whom the city and the citizens proudly honor this afternoon. (Applause.)

And now, gentlemen, it is not often that Philadelphia gets a chance to present New York, but it always delights to do so, and when a Philadelphia Mayor observes a New York Mayor doing his best to live up to Philadelphia principles, he is glad to welcome him within our borders.

The Mayor of New York has a great task, and is striving to be worthy of the great city he represents. We cannot yield to him, in everything, because we claim to be first in all the patriotic beginnings of this great nation of ours. We do yield to him in the matter of population, but we did not have to do even that until they built that Erie Canal and brought the Great Lakes to the sea. But the Mayor is a friend of our distinguished guest. He knows what it means to work one’s way up through the vicissitudes of life. A

farmer's boy, who worked upon the railroad, studied law and became a judge—the Mayor now of the greatest of our metropoli—John F. Hylan of New York.

MAYOR HYLAN: I am sure that I shall perform few acts during my term of office as Mayor of the City of New York which are more in harmony with my own feeling than this public acknowledgment to the life and service of your distinguished guest of honor.

My first official utterance as Mayor contained an admonition to the hundred thousand employees of the City of New York to observe the daily life of Philadelphia's and New York's greatest merchant, wherein would be found examples of punctuality and efficiency worthy of the emulation of all in the municipal service.

The City of New York is today the Metropolis of the World, and many and diverse are the influences which have helped to place it in this commanding position. Its growth, progress, beauty and substantial prosperity are the work of many hearts and hands.

As we reflect on the greatness of New York we become aware at once of the great sense of obligation which we owe to the keen-visioned men of business, the conduct of whose establishments has been a model the world over, and whose interest in civic advancement has been no less active.

For the past quarter of a century there has been one business institution in the City of New York which has been remarkable for its steady and onward progress in the science of mercantile management. The establishment is unique, with specially trained experts in its every phase of activity. But behind all this is the creative genius and master mind of that great merchant—John Wanamaker. The victories of Mr. Wanamaker in the realms of commerce, and the beautiful temples of merchandising which he has erected in our City are more than mere mercantile achievements. They are monuments to the possibility of accomplishment within the compass of every man with brains, courage and character.

To New Yorkers, the name of John Wanamaker is synonymous with character and kindness. It is a character noted for its simple, plain, unaffected honesty. It is this rugged honesty which has gripped the hearts of all who know him. The sincerity and truthfulness of the man permeates his handiwork, and the great institutions he has reared breathe the spirit of their founder. (Applause.)

The kindness of Mr. Wanamaker is the good old-fashioned benevolence which finds constant happiness in dropping the word of appreciation, the thoughtful note of encouragement and the expression of confidence to those about him. The magical results of this sympathetic interest are in a measure reflected in the present over-expanding mercantile enterprises which had their inception in little Oak Hall in the Spring of '61. (Applause.)

We felicitate Mr. Wanamaker on the prizes he has garnered in the marts of commerce by industry, prudence and honorable dealing.

We felicitate him on the high esteem in which he is held among his fellow citizens through a life of upright citizenship, business integrity and practical Christianity.

We felicitate him on the happiness and contentment which comes from the love and companionship of a man who has won the respect of the people of the City of New York by his public-spiritedness—a worthy son, a good father—Rodman Wanamaker.

Let us fervently hope that Mr. Wanamaker may live long among us to enjoy the blessings which his life of service to God and mankind so richly merit. (Applause.)

MAYOR MOORE: We have heard with appreciation this voice from afar, and shall now hear one nearer at home. The trade organizations of Philadelphia are interested in our guest, and we have selected as their spokesman, the President of our Chamber of Commerce, Mr. Alba B. Johnson.

MR. JOHNSON: Mr. Mayor, Mr. Wanamaker, ladies and gentlemen: I rise to express not alone my personal respect and regard for

the distinguished citizen and merchant of Philadelphia, and to voice the esteem in which he is held by the trade organizations of the City of Philadelphia, in which capacity I speak as President of the Philadelphia Chamber of Commerce; but also as President of the Pennsylvania State Chamber of Commerce, to express the regard which is felt for him throughout this great Keystone Commonwealth. I know that I express wholly inadequately, the long established affection which is felt for him in his own city and in his own state. Those who have gathered here today represent two classes of business men; first, those who are in a measure, Mr. Wanamaker's contemporaries, who throughout their business lifetime have had the opportunity to witness his business achievements and the advances which he has constantly made in the science of merchandising; and second, the younger generation of those who are to follow in his footsteps, who are learning from him the traditions of successful business and who are content to pattern their methods after his.

This occasion carries me back in memory many years. I can recall when, having read in the morning paper the incomparable poems of the Bard of Tower Hall, my father took me, a small boy, down Market Street, and as we walked from square to square down to Sixth Street we were set upon and almost dragged limb from limb by those energetic outdoor representatives of various mercantile houses who were ever ready to pounce upon their victims—any parent leading a small boy by the hand. Some of you may remember the accomplishments of the clothing barker, a profession which, happily, due to Mr. Wanamaker's business pioneering, is now extinct. When we reached Oak Hall and entered, we were approached by Mr. William Sidebottom, or some other of Mr. Wanamaker's trusted lieutenants, and picked out the suitable apparel. Then followed the good-natured bargaining, the offering of a price at lower than the goods were marked, the careful consideration of the offer, the taking of it back to some unknown authority out of sight, the

coming again and saying, "This is the lowest price which we can take," and the closing of the transaction upon the basis of the reduced price. This was the customary method of purchasing in those days.

And I remember one day—perhaps the same day—as I walked along Market Street with my father, I saw something which was unusual even in this City—a vehicle drawn by two horses emitting musical sounds something like a caliope. It had a boiler and a brass funnel, and out of this brass funnel there poured a veritable snow-storm of little white cards which covered the street almost from curb to curb. I picked up one of these and found printed upon it, in gilt letters, "Wanamaker & Brown, Oak Hall, Sixth and Market Streets." That was original advertising, and in original advertising, Mr. Wanamaker has always stood at the front in his city and in his country. It might be said that he was the originator of modern advertising. The old methods of bargain and sale have disappeared. New and better methods had their inception under Mr. Wanamaker's leadership, and the principles of sound business which he originated and put into practice are now the principles which generally prevail, not only in our City but throughout the entire land. (Applause.)

We look to Mr. Wanamaker for guidance. All his business competitors, whether here or elsewhere, gladly recognize his originality. There are two qualities which are required in every successful business man. The first is the quality of generalship, of being able to see that which is a real advance in business methods, of being able to conduct business upon the highest ethical principles, and the other quality is such a knowledge of men as will enable him to surround himself with those who can apply and successfully carry out the principles which he has established. Mr. Wanamaker has been notable in both of these fields, and the City of Philadelphia holds not only him, but those with whom he has associated himself, in the highest respect.

And now, ladies and gentlemen, it would be difficult for me to add anything to the graceful words which have been expressed

by his Honor, the Mayor, but on behalf of the business organizations of Philadelphia, it is a pleasure and a delight to me to proclaim the guest of the day, first as the greatest among merchants; second, as the greatest among the citizens of this City which we love so well; third, as one of the greatest Americans; and last of all, with profound respect and affection, to proclaim him one of the best amongst Christian gentlemen. (Applause.)

MAYOR MOORE: I advise the gentlemen that there will be but two speeches now, the first of them by one who has distinguished himself abroad, a noted Philadelphian, one proud always, though called hence, to be known as a Philadelphian, a lawyer whose fame for oratory was established here. Though he migrated to Mayor Hylan's City, nevertheless, his interest in Philadelphia continued, and our interest in him has continued because we have been compelled to admire the progress he has made. Whether in this country or in foreign countries, he has upheld the standard of Americanism, and has spoken with that force, that propriety, and that eloquence that inspires us. Now located in the Nation's capital, where he has attained fame as an Assistant Attorney General, and where high honors await him, he has come to us to speak the last word before our distinguished guest himself shall speak—Mr. James M. Beck. (Applause.)

MR. BECK: Your Eminence, Your Honor, Mr. Wanamaker and Gentlemen: I am greatly privileged in being one of the interpreters of your goodwill to the distinguished guest of the day. I hope that no one will begrudge me that privilege on the ground that I am a non-resident of this historic city; for, as His Honor, the Mayor has been kind enough to say, I am, and am proud to be, a native Philadelphian. I was born in this City only a few months after Oak Hall was founded. "Once a Philadelphian, always a Philadelphian", and therefore I claim a natal right to join with

the citizens of this historic city in extending the greetings of the occasion to the foremost merchant of the time, and to one who is among the most eminent Philadelphians of this generation.

It was said by Prince Bismarck, in his bitter and morose old age, that one of the advantages of being old was that a man became indifferent either to the censure or the praise of his fellow-men. I shall not suggest that Mr. Wanamaker is old. Measured by the absolute calendar, his four-score and two years do constitute a ripe old age; and yet everything today is measured and judged by Dr. Einstein's law of relativity. Thus measuring his age by the speed with which he still shows his heels to his competitors, and by his fruitfulness in all good deeds, John Wanamaker is still a young man in spirit. In one of his daily editorials in his advertising page, he spoke of a "smiling heart", and I think that expression characterizes the youth of Mr. Wanamaker. At all events, while he might, like Prince Bismarck, have the advantage of old age in being indifferent to the occasional criticisms of his fellow-men, yet I am sure his warm heart could not be indifferent to this notable expression of the good will which his fellow-citizens bear him.

It is not my purpose to postpone the pleasure which we all justly anticipate in hearing, not what we say about Mr. Wanamaker, but what Mr. Wanamaker will say about himself and his city. I can, therefore, best show my appreciation of the great compliment of your invitation by clothing my tribute to him in a few words.

He is one of the grand old men that have made Philadelphia the historic city that it is. What wonderful old men have lived in Philadelphia! Franklin, Morris, Girard, Paul Beck, Nicholas Biddle, Binney, Baldwin, Carey, the two Furnesses, Cassatt, Drexel, S. Weir Mitchell, Keen, whom we honored only a few weeks ago, and last, but not least, John Wanamaker. Of all these men I venture to suggest that the one that he most resembles in many respects is the first of the illustrious group, Benjamin Franklin. Each was a self-made man, and, therefore, an exemplar not of the

democracy of political equality, but of the social commonwealth, which gives the prize to the strong and the race to the swift in the spirit of Napoleon's great maxim, "the career open to talent." Both Franklin and Wanamaker started life humbly and were handicapped by small means. Each relied upon his own strength and each gave sixty years of service to his community and became a leading citizen in his generation. Each was a merchant. You may be surprised at my suggestion that Franklin was a merchant. He was not only a storekeeper, as well as a printer, but, not to diminish Mr. Wanamaker's primacy as the founder of the department store, the fact is that Franklin conducted the first department store in Philadelphia, as he was first in almost everything else. For if you will take Mr. Wells' time flying machine and turn back 180 years you would find on Market Street, then High Street, a little shop conducted by a keen and bright young man who not only printed books, but who also sold, as the advertisements of the time showed, "imported books and perfumed soap; legal blanks and Rhode Island cheese; Dutch quills and live geese feathers".

There being in those happy days no Eighteenth Amendment, Franklin even sold sack, the drink of the eighteenth century, of whose quality, if we can trust Franklin's advertisements, even Falstaff would not have been ashamed. Each of them by thrift and industry acquired a competence comparatively early in life, and thereafter gave a considerable portion of his time and energy to the public service.

Each was interested in education, science and art; each became Postmaster General, the one of the United Colonies, the other of the United States. Each continued his public activities until a ripe old age. You may remember that when Franklin was asked to go to Paris to represent the Colonies in the most arduous and important work of his life, he said in substance: "I am old, but, as the storekeepers say, I am but a fag end and you may have me for what I am worth." He crossed the seas when they were

swept by English privateers, reached Paris, and in all the annals of American diplomacy there is no higher achievement than the skill with which Franklin secured the alliance with France, and thus won independence for his country. So, also, you may recall that when he had returned to America after his remarkable diplomatic career at Passy, and was invited to become the first President of the new Commonwealth of Pennsylvania, he again said, in substance—for I quote from memory—"I cannot resist the will of my countrymen. They have engrossed my prime, they have eaten my flesh and now they are about to pick my bones." And yet, old as Franklin was and diffidently as he then regarded his capacity for useful public work, he yet rendered an even greater service than at Passy, for as the representative of Pennsylvania in the Constitutional Convention of 1787, he rendered conspicuous service in his moderating counsels, without which it is possible the Constitution would never have been.

Each was a born advertiser. Franklin originated the art of modern advertising by his ingenious methods, and Wanamaker has perfected it by giving to advertising a literary tone and a news value that heretofore advertisements had never had. I remember well that when Mr. Wanamaker's first advertisements, of the kind now so universally known and imitated, came into print, a distinguished English Monthly wrote an article upon them and called attention to their unique literary value. Each was a great believer in the printing press. Unquestionably Franklin's hand press was one of the greatest agencies in the development of America; and as his strong right arm pushed down the lever of that crude printing-press, he thereby deeply impressed the character of his countrymen. His famous address of Father Abraham, "The Way to Wealth," did much by inculcating the spirit of thrift to prepare the Colonists for the arduous days of the Revolution. In the same spirit, Mr. Wanamaker devotes a portion of each day's advertising to an editorial addressed to the average man, and often full of the same homely

and useful wisdom as that of Franklin. Their appeal is to the average man and the lessons which they teach are the much-needed lessons of simplicity, industry and patriotism. (Applause.)

There are other aspects in which I might with justice compare the career of the guest of today with that of the greatest of all Philadelphians; but I would rather pass to a phase of Mr. Wanamaker's career which deeply impresses me and that is his genius as an employer of labor. He, the kindly master of seventeen thousand employees, has so solved the difficult problem of employer and employee, that, so far as I know, in the sixty years of his business career there has never been a strike. (Applause.)

Again, like Franklin, Mr. Wanamaker does not permit age to constitute a statute of limitations against his further public activities. At two and eighty, he is still in the harness, and I imagine he would say, like another grand old man of Philadelphia, Stephen Girard, "If I thought I would die tomorrow, I would plant a tree today."

This suggests one great service of Mr. Wanamaker's to which no allusion has yet been made. He is the last surviving member of the Centennial Board of Finance. That was a great representative body of the solid business men of Philadelphia, and it wrought a great work. Philadelphia was then a city of little over 600,000 people. Notwithstanding the devastating panic of 1873, without the gift of a dollar from the Federal Government, and only a meagre loan, the repayment of which the Federal Government exacted, yet the Centennial Board of Finance developed a great Exposition which, while it was not in the nature of things as pretentious in its architectural details as the later expositions at Chicago, St. Louis and San Francisco, yet it did more to stimulate art and science and industry in America than any exposition that has ever been held, before or since. (Applause.)

Moreover, the Centennial Exposition rendered a surpassing service to our common country; for up to 1876 the wounds of the

war had not ceased, North and South were still estranged. Over new-made graves and ravaged fields, the men of the North and South still looked at each other with seemingly irreconcilable hatred. It was at this time that Philadelphia invited North, South and West and indeed the world, to come to Philadelphia and to celebrate the early glories of the Republic. In this "City of Brotherly Love" those who wore the blue and those who wore the gray met. How well some of us remember that lovely morning in May, when in Fairmount Park, with its velvet lawns bespangled with spring flowers, a new "field of the cloth of gold", North and South met and, with memories of the common glory of the early Republic inspiring them, clasped hands in lasting amity. Few greater services has any American city rendered to its country than that; and the arduous financial details largely fell upon the Centennial Board of Finance, of which Mr. Wanamaker was a most energetic member. (Applause.)

A greater opportunity now awaits Philadelphia. I do not know whether it would be fair to draft Mr. Wanamaker again, as Franklin was drafted in the public service, when he could have justly pleaded age as an exemption; but nevertheless, I do cherish the hope that under Mr. Wanamaker's inspired leadership, Philadelphia may again invite the world to be its guests, when we shall celebrate the 150 th anniversary of the Declaration of Independence, as nearly a half-century ago we celebrated the centennial of that great event. Philadelphia could not render a greater service to the world. By that time the tremendous passions of the greatest war in history will have somewhat abated. What could be more useful or appropriate than for the warring nations to gather in the "City of Brotherly Love" as North and South did in 1876, and there forget their differences in a peaceful Olympiad of industry. Apart from the world service that could thus be rendered, Philadelphia would, as in no other way, confirm its position as one of the ten great cities of the world.

Whether you, Mr. Wanamaker, are able to render this further service or not, yet, without further postponing the pleasure that we all anticipate in hearing you, let me simply voice the sentiment of this audience in the words of a pagan poet, spoken two thousand years ago, "*Serus in coelum redeas*," which being interpreted means, "May you get late to Heaven," and in the meantime, enjoy those just accompaniments of an honorable old age which, on the authority of the greatest master of English speech, are "love, honor, obedience, troops of friends." (Applause.)

MAYOR MOORE: That beautiful tribute is both a fitting climax and an appropriate introduction. Ladies and gentlemen, our guest, the Honorable John Wanamaker, Merchant. (Great applause.)

MR. WANAMAKER: Mr. Mayor, your Eminence, my beloved and dear friend Mr. Beck, whom I helped to drift away from Philadelphia when we were together in Washington, my very much prized comrade, Doctor Krauskopf, and dear Mr. Stotesbury—he and I walked down York Road when we were boys, and have been working ever since—Mr. Hylan, whom I did not expect, the members of the Courts, especially the Supreme Court that adjourned to meet with us, which makes them brothers-in-law, I think, with me,—those of you who have spoken so kindly, filling my eyes with tears, and choking my throat so that it seems too hoarse to detain you, those of you who have all come for the first time in your lives, spending your own money when I can't give you the value for it—how can I thank you? What can I say? I am not sure whether I am dreaming; I wish you would pinch me and see if I am awake. (Addressing Cardinal Dougherty.)

I cannot imagine how you could have done what you have done today. I will show my own weak judgment of things by saying to you, Mr. Mayor, that if I had been at home at the time you and your friends planned this wonderful occasion, I should have done my very best to stop it, yet I deeply appreciate the time

that you have contributed—you men of affairs, you men who have offices, and from whose desks the ideas and plans of life start, presidents of railroads and directors, (the directors of those wonderfully improved banks that the country has at this time) financiers, like Mr. Stotesbury, all of you men that are at a wheel that moves something,—and I feel grateful that you have come together and given me such a day as this.

I have a beautiful speech here (showing a manuscript)—beautiful, but I do not know how long it will be. I put it in shape last night, and thought I was going to do something with it. I won't be able to do it now. I will ask leave to print it. I can not do much more than to tell you that the rest of my life will go out toward other men. I have never been jealous of other men or their business, and now I would like to give myself more and more to your sons and your brothers and to those that you care for.

There is a man; I won't call his name, somewhere about fourth from where I am sitting, who has been doing the same thing for the large part of his life—(Governor Stuart.) (Applause.)

I said a few days ago, just to a few people, that I am no older today than I was when I was sixty. If anything, you have made me a little younger today, Mr. Beck, by your presence and your address. Life is a beautiful thing. Our Heavenly Father did not put us down here to mourn and lose ourselves in some kind of a fog.

Will you just let me ramble on a bit, instead of making a set speech. I recall a visit to the Vatican and to St. Peter's at the time Pope Leo celebrated the silver anniversary of his Pontificate, and his ninety-second birthday. He was a beautiful old man. I happened to be in Rome at that time with General Patterson, and we together went to the ceremonies where one hundred and twenty-five thousand people gathered under the magnificent dome, not for a great affair of some sort, but as a solemn churchful of noble people. Well, the old Pope was very feeble and his friends were

opened to let me go." I said to myself sitting there, "That's very nice, but I am only a young man, just beginning—only a boy." A young fellow got up and said: "This is the last place that I ever thought I would get up in to say anything. I never wanted to come to church. I wanted to go on the stage. Now I am a journeyman hatter. I have become a member of the church. I am very happy." And all that would have been general talk, but he continued: "Since I have settled some things"—I think he said—"Since I have settled the matter, why," he said, "do you know that I can do my work better?" He said: "My tools work better." Dear me, how many people go through their lives without having something settled. It made a great impression on me. This had an influence upon my life. I just simply felt that there was something I could do with the days as they came. I gave them my best. I do not have to stop worrying, because I have never begun to do that. It seems a waste of time. What you have got to do, do it. And there is so much to do.

You made a reference—both of the speakers made a reference to the Post Office Department. I hadn't the slightest idea of ever going into politics, not the slightest, but Grover Cleveland, when he was President, at the close of his first term, sent out the word, which was a noble thing for him to do, (but, I was a Republican, and I didn't care for political views that were not Republican) about a revision of the tariff. President Cleveland said: "I am changing my mind about the tariff, and I want you to understand that I believe we are wrong about the tariff."

I remember going into my office one day, soon after the excitement this created, and after they had asked me if I wouldn't "do something", and walking about and saying "Mr. Stotesbury, wouldn't it be better to give some attention to trying to prevent the Country's business from breaking down, rather than wait until it does break, and then try to recover it?" Just that thought led me to do what I could. Now, I want to tell you a secret. I couldn't do it long ago,



THE NEW YORK CITY HALL, NEW YORK
 DESIGNED BY J. C. SMITH, ARCHT. AND
 CONSTRUCTION BY J. C. SMITH, ARCHT. AND
 J. C. SMITH, ARCHT.



WANAMAKER STORE, TENTH AND BROADWAY, NEW YORK
SHOWING THE OLD A. T. STEWART STORE AND THE NEW
WANAMAKER BUILDING. HISTORIC GRACE CHURCH
IN THE FOREGROUND.

because people would say it should not be told. There were ten besides myself in a certain accounting room, and I said to the gentlemen—they called me to the chair, although I was the youngest man there: "You can't be as much surprised to see me in this chair as I am to be in this meeting," and we just talked on the idea for a few minutes, for it was a great deal better to insure good times than to get into a loss that we couldn't repay. Each of those men subscribed ten thousand dollars. I do not think there was any man that gave more, and I think it was myself who gave three or four hundred dollars in subscriptions to some clubs or something of that kind, but I am free to say, and I say it here today because there is a great deal of wisdom in it—we spend far too much money at present in elections and in trying to uphold what the people don't want. They have suffered from a power that has been built up and ought to be unbuilt. I think that whole Harrison election didn't cost over four hundred thousand dollars.

I never expected to be in politics in any way, but General Harrison sent for me to go to Indianapolis, offered me a position in his Cabinet—one of the "easiest" secretaryships—I said: "I can't do it, I don't want a lazy place; if I take anything I will take the hardest place you have got," and he put me in the Post Office Department. The best thing he ever did for the Post Office Department was to let me alone. I had my own way and did things along business lines. I said that the best food for the contentment of far away people, not near to Post Offices, not near to newspapers, is the food of the postman, and that is the secret of the little boxes along the lanes, and I had just one idea about it—something to get to them the newspapers. Why do I tell you that? If I hadn't been a merchant, I would never have had the opportunity to do these things. It was the interest in the wants of a community that led me to do something, to try to make things easier and better, and that opened the door for the great experience I had in trying to minister to the people.

You asked me if I had hard work to do? It was the kind of hard work that *you* have to do—with our brains. I never felt I had any hard work. I just felt that I had work that was worth doing, and kept on at it, and kept on. I never stop until the work is done, and I believe that every institution that we have in this City, and every interest that we have, requires more time, more industry, and to the extent that you put in it, you get the compensation for it.

We have a wonderful City. I hope we realize our birthright—the good fortune to be born in the city where General Washington lived. I brought this old directory. (Shows old book.) Stevens' Philadelphia Directory for 1796, one hundred and twenty-five years ago, and there is George Washington's name, just as a resident, in it—George Washington as living at 190 High Street. I feel that Benjamin Franklin is still walking about these streets—the invincible spirit of him. You can not go into the Old State House without feeling the presence of the men that have not died. Thomas Jefferson isn't dead. Think of those great men that wrote the Declaration, or the Constitution. It seems to me that to let any city get ahead of Philadelphia is marking us down, because we have got the ability to keep it up. Our port isn't anything like it will be. I think that you will be so crowded if you don't make proper preparation for it that you will have to use both shores for docks for steamers.

Philadelphia was once the first of the American cities, then it got to be second, and now it is the third, and after Mayor Hylan goes out and we get a chance at some other Mayor that doesn't do his work half as well, I think we can steal a little of the New York spirit and New York shipping. We have got the men, we have got the location, for the Sesqui-Centennial Exhibition. Why, dear me, I wore all my shoes out getting the first million dollars subscribed for the old Centennial. They put me on the Finance Committee, of which I am the only surviving member.

Let's bring the world in to our Sesqui-Centennial, this discontented world, the jealous world, the unsympathetic world—let them

come and see what our spirit is, let's greet them as friends, let's give them the opportunity. If they can't come, and can't bring their rug works and silk works and calico works, etc.—if they will have nothing to do with it, then I like the idea that someone suggested—if they will put their products under buildings to make an exhibition, we can give them credit against their loans.

May I say to you, that America never had a greater opportunity. The most magnificent opportunity that any country ever had is before us, to celebrate the one hundred and fiftieth Anniversary of a flag that means more than any other for the contentment and peace and hope of the world. (Applause.) Let us ask the people in Europe to come back and enjoy the peace that we have got. Let us encourage them as much as we can; they want our markets more than they want anything in the world. First, we have got to take care of ourselves, but there is something in an American heart that wants prosperity not only for himself but for other people. We can't prosper just by ourselves. The country must learn that. We can't put a wall about ourselves, we must keep the gates open and have prosperity together.

Why should I talk to you all this time? When I got up I thought of George H. Stuart. I often heard him tell about a man that fell from the top story of a building; he had been carrying up a hod with bricks in it, and when he fell down to the bottom under his load, his comrade up at the top called down: "Pat, Pat, are you killed?" and Pat called back, as he crawled about a little, "No, I am not killed, I am speechless." I felt as if it was an imposition to take so much of your time when you have been so gracious and beautiful in giving the middle of the day—the heart of the day, to me, and I simply wanted to thank you for it. I want to say to you, if you have a son or a brother, and he is just starting, and you think I can help him, I will be so delighted to tell him more of how each day gives encouragement when he is trying his best. I believe that what you have done for me today, so unexpected by myself, will

have an influence, not only in this but in other cities, that we shall feel nearer to each other, wanting the other man to have the same opportunity and interest, "with malice toward none and charity to all." If you can't say a good word, hold your tongue—say the good word or say nothing.

To return to the Sesqui-Centennial Exhibition. If you younger men will take it up, some of us will help you, and we will show you how the last was done. It was done by a very few men, but they gave themselves for it. You can light the cigar that you have with the little burning glass just by focusing the rays of the sun—I don't know whether the word is quite right—but I would like to say if you could focalize your energies, your brains, your time, you can do the greatest thing that could come to the world in the present generation. I would love to help you. I am sure I like to be here now with men that see the sense of things and want to put them into operation.

I shall never be able to thank you for the inspiration that you have given me today, (undeserved, I think, a great deal, so far as I am concerned) but I shall try to pass on everything that you have said that was cheerful, and instead of sitting down to cry, I shall try to whistle every time I come near you. (Great applause.)

MAYOR MOORE: The feast of oratory has closed. What say you as to three cheers for our distinguished guest? (Three long, hearty cheers were given for Mr. Wanamaker, and the distinguished gathering, after singing a verse of "America" and greeting Mr. Wanamaker, slowly dispersed.) The "Wanamaker Testimonial" had passed into history.

In addition to the letters already quoted, many other letters were received in connection with the celebration. A very few of them are appended:

THE SECRETARY OF THE NAVY
Washington

20 April, 1921.

MY DEAR MAYOR MOORE:

I need not tell you how greatly I appreciate your courteous invitation of April 14th, that I attend the luncheon to be tendered Hon. John Wanamaker by the citizens of Philadelphia and vicinity at the Bellevue-Stratford Hotel, Tuesday, April 26th. It so happens that I am leaving the city the following day for the President's review of the Fleet, and the press of official duties on the day preceding my departure will necessarily preclude my going to Philadelphia at that time. I should consider it a great privilege to be present on this occasion and do honor to Mr. Wanamaker.

Sincerely yours,

EDWIN DENBY

THE SECRETARY OF STATE
Washington

April 18, 1921

MY DEAR MR. MAYOR:

I have received your letter of April 14th and I appreciate most cordially your invitation to attend the luncheon on April 26th in honor of Honorable John Wanamaker. It would give me much pleasure, were it possible to join in appropriate recognition of the distinguished services of Mr. Wanamaker, and I am sorry that I must forego this opportunity. Will you kindly extend to him on my behalf most cordial greetings?

Very sincerely yours,

CHARLES E. HUGHES

UNITED STATES SENATE
COMMITTEE ON COAST AND INSULAR SURVEY

April 22, 1921

HON. J. HAMPTON MOORE:
Philadelphia, Pa.

MY DEAR MAYOR:

I have delayed acknowledging your kind invitation of the 14th inst. to participate in the luncheon in celebration of Mr. Wanamaker's splendid career until I could see if it were possible to arrange it. I am such a strong admirer of Mr. Wanamaker and appreciate so thoroughly his splendid contributions to the success of the country that I shall consider it a privilege to join in this merited tribute and testimonial. It happens that I expect to attend a meeting in Atlantic City that evening, Tuesday the 26th; I note your luncheon is scheduled for 12.30 at the Bellevue-Stratford. I believe

that I shall be able to arrange to leave Washington early enough Tuesday morning to stop off at the luncheon en route to Atlantic City. The fact that I was born in Philadelphia and that the name of John Wanamaker has from childhood days been almost like an inspiration, makes me really very desirous of at least dropping in on the good citizens of Philadelphia at this time.

With personal regards,

Sincerely yours,

WALTER E. EDGE

THE CHURCH OF THE HOLY TRINITY
Nineteenth and Walnut Streets

April 13, 1921

MY DEAR MR. WANAMAKER:

I wish to join my voice with the voices of many in congratulating you upon sixty years of service in business. It is a great and wonderful work you have done in the business world. But as a minister I would particularly thank God for your religious work which has kept splendid pace with your business career. Only eternity can measure the good you have done in the Cause of Christ. But we can see and know much even here on earth, and as a worker together with you, I thank God for all your spiritual service. May He grant you yet many years of activity both in church and in business.

I am filled with regret that an important meeting in New York, April 26th, must keep me from the "Testimonial Dinner."

Sincerely yours,

FLOYD W. TOMKINS

UNITED STATES SENATE
Washington, D. C.

April 15, 1921

HON. J. HAMPTON MOORE,
Philadelphia, Penna.

DEAR MR. MAYOR:

I am grateful for the compliment you pay me in requesting my attendance, April 26, 1921, upon the notable occasion indicated by you, the 60th anniversary of the advent into mercantile life of the Honorable John Wanamaker.

This is a unique demonstration, but we must not forget that Mr. Wanamaker is altogether unique as a great merchant, statesman and philanthropist. His name stands for all that is fine and commendable in our Twentieth Century civilization. The country is to be congratulated that Mr. Wanamaker has been permitted to attain so advanced an age, and to maintain at par the splendid virility of an up-to-date, progressive American citizen.

I greatly regret that my official engagements in Washington prevent my acceptance of the invitation to be present upon the occasion mentioned, and to join in paying tribute to so masterful and representative an American. Trusting the gathering may be a memorable one, as I feel sure it will, I am,

Very truly yours

(Signed) J. S. FRELINGHUYSEN, U. S. S.

BROAD STREET STATION

Philadelphia, April 13, 1921

HON. J. HAMPTON MOORE,
City Hall,
Philadelphia, Penna.

MY DEAR MR. MAYOR:

Your letter of April 8th has been received, and I have read with great pleasure of the arrangements being made to tender to Hon. John Wanamaker a testimonial in the form of a luncheon participated in by some of his many friends and admirers, to mark the close of his sixty years in active business.

I do wish it were possible for me to attend this luncheon, as I should be delighted to join in paying tribute to one whose remarkable achievements in the world of business, as also his sterling citizenship and distinguished record of public service, richly merit any honors that the City of Philadelphia or its citizens can pay him.

To my keen regret, however, engagements to which I am committed, call for my absence from the city on April 26th, and thus it will be impossible for me to be present at the luncheon on that account.

I want you to know that I appreciate your Committee's kind thought of me in this connection.

Yours very truly,

(Signed) W. W. ATTERBURY

BISHOP'S HOUSE
251 South 22nd Street
Philadelphia

April 18, 1921

DEAR MR. MAYOR:

I very greatly appreciate your invitation on April 14th to attend a luncheon to be given to the Honorable John Wanamaker, on Tuesday, April 26th.

I greatly regret that an important out of town Church appointment on that date will prevent my accepting. I have a high regard for Mr. Wanamaker and should very much like to be associated in this occasion to be held in his honor.

With cordial regards,

Very sincerely yours,

(Signed) PHILIP M. RHINELANDER

THE CENTRAL NATIONAL BANK
Philadelphia

April 13, 1921

MR. EDWARD ROBINS, SECRETARY,
Mayor's Office,
Philadelphia, Penna.

MY DEAR MR. ROBINS:

The writer very much regrets that owing to health conditions he will not be able to attend the luncheon to be given to the Honorable John Wanamaker. Mr. Wanamaker stands in a class all by himself, as the foremost merchant in the world at this time—at eighty-two years a man of courage, initiative, aggressiveness, public spirit and a leader.

Very truly yours,

WILLIAM POST

CORN EXCHANGE NATIONAL BANK
Philadelphia

April 13, 1921

MY DEAR MR. MAYOR:

It gives me a great deal of pleasure to accept the invitation to the luncheon to be tendered to Mr. Wanamaker.

I think it is about time that Philadelphia recognized this wonderful merchant, and am only too happy to be among those who pay honor to him in this way.

Very truly yours,

(Signed) CHAS S. CALWELL

JAMES F. SULLIVAN
MARKET STREET NATIONAL BANK
Philadelphia

April 13, 1921

DEAR MR. ROBINS:

I have known and esteemed Mr. Wanamaker nearly all my life. He made his mark early in life and never stopped growing. His life has been an example and an inspiration.

Truly yours,

(Signed) JAMES F. SULLIVAN

EMIL P. ALBRECHT
The Bourse, Philadelphia

April 13, 1921

MR. EDWARD ROBINS, SEC'Y-TREAS.,
Wanamaker Testimonial Luncheon,
Philadelphia, Penna.

MY DEAR MR. ROBINS:

I sincerely regret that absence in attendance at the meeting of the National Councillors of the Chamber of Commerce of the U. S. A. on Tuesday, April 26th, prevents me from having the pleasure of attending the luncheon which is to be tendered to Hon. John Wanamaker on that day.

The testimonial is a most fitting one and I sincerely regret my inability to take part but I must be at the other meeting to support the resolutions introduced by the Bourse asking approval of the United States Chamber of the Sesqui-Centennial Exposition plans in 1926.

Will you kindly express to the Mayor, as Chairman of the Committee, my feeling of disappointment that I cannot be in two places at once.

Very truly yours,

(Signed) EMIL P. ALBRECHT

ALVAN MARKLE
Hazleton, Pennsylvania

April 14, 1921

HON. J. HAMPTON MOORE,
Chairman, and Committee,
City Hall, Philadelphia, Pa.

MY DEAR MR. MAYOR:

It is with great regret that I will be compelled to decline your very kind invitation to attend the Luncheon at the Bellevue-Stratford Hotel, Philadelphia, Pa., Tuesday, April 26th, at 12.30 o'clock in honor of the Hon. John Wanamaker, as a citizen and merchant.

Being a great admirer of Mr. Wanamaker, I am more than sorry that previous engagements prevent my being present.

With kind regards, I am,

Yours very sincerely,

(Signed) ALVAN MARKLE

THE SPEAKER'S ROOMS
HOUSE OF REPRESENTATIVES
Washington, D. C.

April 15, 1921

HON. J. HAMPTON MOORE,
Office of the Mayor,
Philadelphia, Penna.

MY DEAR MAYOR MOORE:

I have your kind letter of the 14th, and the invitation you extend on behalf of the citizens of Philadelphia to come to the Sixtieth Anniversary of the Honorable John Wanamaker as a merchant is certainly a most attractive one, but Congress will be in session, and it will not be possible for me to leave Washington at that time.

With many thanks and regrets, I am,

Sincerely yours,

(Signed) F. H. GILLET

FRANKLIN D'OLIER
300 Chestnut Street

Philadelphia, April 19, 1921

EDWARD ROBINS, ESQ.,
City Hall,

MY DEAR MR. ROBINS:

Unfortunately, a previous engagement will take me out of town Tuesday, April 26th, which I regret very much indeed, as it would be a great pleasure for me, otherwise, to be present at the dinner to be given in honor of Mr. Wanamaker.

Mr. Wanamaker's contributions to this city have been of such a nature that his fellow citizens should show in this manner their appreciation of his unselfish public service, and I am exceedingly sorry that it will be impossible for me to be on hand at that time

Sincerely yours,

(Signed) FRANKLIN D'OLIER

DEPARTMENT OF PUBLIC INSTRUCTION
Harrisburg, Pa.

MY DEAR MR. ROBINS:

April 20, 1921

I regret that important engagements at Harrisburg during the closing days of the General Assembly will prevent my acceptance of the invitation to attend the testimonial luncheon to be given in honor of The Honorable John Wanamaker at Philadelphia on April 26th.

Were it possible to attend such luncheon I should avail myself of this privilege for the purpose of showing my esteem for Mr. Wanamaker and my appreciation of the service which he has rendered in the improvement of our social, political and educational problems.

MR. EDWARD ROBINS,
Mayor's Office,
City Hall,
Philadelphia, Pa.

Very sincerely yours,
(Signed) THOS. E. FINEGAN

SUPREME COURT OF PENNSYLVANIA
Judges' Chamber

HON. J. HAMPTON MOORE,
Mayor, Philadelphia, Pa.

April 20, 1921

MY DEAR MR. MAYOR:

We have arranged to take a recess on Tuesday next, April 26, from 12.30 till 2 o'clock, so the members may attend the testimonial luncheon to The Honorable John Wanamaker.

I expect that at least five members of the court will be able to participate in the event.

Sincerely yours,
ROBERT VON MOSCHZISKER

RODNEY A. MERCUR
Towanda, Pa.

MY DEAR MR. WANAMAKER:

April 22, 1921

I felt highly complimented by an invitation to attend the Testimonial Luncheon to be given in your honor next Tuesday, and I had hoped I could arrange my engagements to attend. Much to my regret, I find I cannot do so. You are worthy of this testimonial, and this function is a fitting one.

The members of our family recall with pleasure, when you were our welcome guest, twenty-five years ago, and in our house closed the deal for the purchase of your New York store. The chair you occupied, and its position, are pointed out, and your photograph hangs upon the wall of our library.

With kind regards from all the members of our family, I am,

Yours truly,

(Signed) R. A. MERCUR

DR. W. W. KEEN
1729 Chestnut Street

Philadelphia, April 25, 1921

MY DEAR MR. WANAMAKER:

I regret that I cannot be present to felicitate you on a long and most useful life. You have done a wonderful work in this city, in industry, education, religion, in public life and in the wide influence of an upright life. Such a career is one to be envied and to be imitated.

Your old friend,

(Signed) W. W. KEEN

HON. JOHN WANAMAKER.

LAWRENCE, JOHNSON & Co.

Philadelphia, April 27, 1921

MAYOR J. HAMPTON MOORE:
Philadelphia, Pa.

DEAR SIR:

During these upset times, when business moral seems to be weakening, such a public function as took place yesterday at the Bellevue-Stratford, in commemorating Mr. John Wanamaker's completion of sixty years of commercial life, cannot fail but have an influence for good. The testimonial accomplished not only the original idea of fittingly paying honour where honour was due, but at the same time brought forcibly to the attention of the business community that at all times it pays to play the game fair.

It seems to me, therefore, that those taking part, even by their mere presence helped in that which will undoubtedly leave a deep impression. The very thought of this feature may, if brought to Mr. Wanamaker's attention, cause him even more joy than that portion which particularly applied to himself.

The whole world needs a rededication to the principals of the square deal and the golden rule. If the Merchant Prince can, in his own way, help light the torch that will illuminate the dark and uncertain road, over which business men are now traveling, he will be performing an act that will add lustre to his already useful career.

Very truly yours,

(Signed) FRANCIS S. GALLAGER

ELLIS PUSEY PASSMORE
307 Chestnut Street

Philadelphia, April 25, 1921

HON. JOHN WANAMAKER,
Thirteenth and Chestnut Streets,
Philadelphia, Pa.

DEAR MR. WANAMAKER:

It is with very keen regret that I find I must be in New York tomorrow and therefore will not be able to attend the luncheon in your honor as I had fully intended.

However, I cannot permit the occasion to pass without extending my personal felicitations to you upon your remarkable term of years in active business, during which you have brought such great honor to yourself and to the community of which you are such a conspicuous part, to say nothing of your notable contribution to the welfare of your country at large. May you be spared many years to enjoy the well deserved fruits of your industrious and intelligent work.

Yours sincerely,

(Signed) E. PUSEY PASSMORE

NEW YORK AVENUE PRESBYTERIAN CHURCH
Washington, D. C.

April 25, 1921

HON. J. HAMPTON MOORE:
Philadelphia, Pa.

MY DEAR SIR:

I regret that special and imperative duties here will prevent my presence at the complimentary Dinner April 26th, 1921, at the Bellevue-Stratford Hotel to Mr. John Wanamaker whom I love dearly for his sterling and attractive character and whom I join with a great multitude in honoring for his extraordinary business career and for his wise, patriotic and beneficent service in church and State.

Sincerely,

(Signed) WALLACE RADCLIFFE

WESTERN UNION TELEGRAM

Philadelphia, April 26, 1921

HON. JOHN WANAMAKER,

Your neighbors and friends of Jenkintown are greatly pleased to join with the many others upon this occasion in extending to you their felicitations and good wishes.

JENKINTOWN IMPROVEMENT ASSOCIATION

PHILIP KIND, *President*

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

New York, April 26, 1921

HON. J. HAMPTON MOORE:

City Hall,
Philadelphia, Pa.

DEAR MR. MAYOR:

The Associated Advertising Clubs of the World, composed of two hundred advertising clubs and over twenty thousand members, wish to express to Mr. John Wanamaker, upon his completion of sixty years of successful business, their appreciation of the high standards in advertising, which he many years ago established and has maintained.

Our efforts for better advertising will be successful as we live up to those same standards.

We wish him many more years of happiness and achievement.

Yours very truly,

(Signed) ROWE STEWART

President



WANAMAKER STORE, PHILADELPHIA
DEDICATED DECEMBER 30, 1911, BY THE PRESIDENT OF THE UNITED STATES

THOSE PRESENT

A. Lincoln Acker	W. E. Bernard
Herbert D. Allman	James M. Beck
J. M. Anders	John Burt
Richard L. Austin	J. Woods Brown
Cyrus N. Anderson	C. C. A. Baldi
D. L. Anderson	E. I. Bacon
Edwin L. Adams	Arthur C. Bigelow
Joseph H. Appel	A. M. Beitler
John W. Appel	V. J. Bradley
Robert Allen	Henry P. Burke
W. Patterson Atkinson	James T. Cortelyou
Norris S. Barratt	Frederic H. Cruger
J. E. Burnett Buckenham	Frank H. Caven
Samuel T. Bodine	Alfred G. Clay
Harry F. Bird	Charles J. Cohen
Dimner Beeber	Gordon H. Cilley
John Bachman	William J. Conlen
John C. Bell	Robert C. Cope
Seward L. Bowser	John F. Combs
Charles E. Bartlett	Allen G. Cressman
Franklin N. Brewer	Samuel M. Curwen
Josiah Bunting	Rt. Rev. Michael J. Crane
Rev. J. Gray Bolton	J. Howell Cummings
Gabriel Blum	Walter H. Cox
Hugh Black	John G. Carruth
De F. L. Bachman	William Campbell, Jr.
Wendell P. Bowman	Theodore Cramp
C. H. Borie, Jr.	John W. Coles
John W. Barnes	Cyrus H. K. Curtis
Edwin C. Broome	John Cadwalader
Barclay Boyd	Charles S. Calwell
Edward W. Bok	Robert M. Coyle
William G. Berlinger	John L. Clawson
Charles P. Blinn, Jr.	Isaac H. Clothier, Jr.
Edward H. Bonsall	George W. Carr
Samuel Bell, Jr.	William M. Coates
Frank W. Buhler	J. W. M. Cardeza
W. P. Barba	Morris L. Cooke
Bishop Joseph F. Berry	Milton Campbell
Samuel B. Brown	John G. Clark

James F. Cooke
Samuel M. Clement, Jr.
Samuel Crothers
Edward C. Caldwell
Harry H. Cook
Louis Crispin
Agnew T. Dice
Hugh Dougherty
F. X. Dercum
Val Dysert
Judson Daland
John F. Dwyer
W. L. Detmold
Thomas F. Dixon
John P. Dwyer
Samuel J. Dallas
John B. Deaver
Leonard R. Dirks
James Dobson
Robert D. Dripps
D. W. Dietrich
Charles B. Dunn
John M. Di Silvestro
T. Monroe Dobbins
George D. Dixon
Jacob S. Disston
Dennis, Cardinal Dougherty
Thomas Devlin
C. A. Daniel
Charles H. Dean
Henry G. Drueding
Harry M. Dannenbaum
Richard Delafield
N. Perry Edmunds
Charles J. Eisenlohr
Walter E. Edge
Richard E. Enright
William T. Ellis
Henry H. Ellison
Morris Earle
James V. Ellison
George B. Evans
Charles H. Edmunds
Louis H. Eisenlohr

George G. Embick
John S. Eberbach
C. H. Ewing
Rev. Roger S. Forbes
E. Miner Fenton
Reese M. Fleischman
N. T. Folwell
Howard B. French
Lewis Frambes
William W. Fidler
Samuel W. Fales
George H. Frazier
John Franzen
Horace Fortescue
James R. Fairley
Frank Feeney
Alexander H. Findlay
William Freihofer
Nevin F. Fisher
Frederick C. Fiechter
Daniel B. Frazier
H. B. Frazer
Charles E. Fernberg
C. Lincoln Furbush
Francis S. Gallager
Austin Gray
Louis Goldsmith
Louis Gallop
James Gay Gordon
Herbert A. Gibbons
Edward A. Grace
William H. Geary
Joseph J. Greenberg
C. C. Gearheart
Emil Guenther
O. M. Gaiser
William P. Gesel
William Graham
John Gribbel
S. W. Gadd
Ellis A. Gimbel
Robert Glendinning
James E. Gorman
Francis G. Gallager

H. E. Gillingham
William Gyger
J. Campbell Gilmore
James Gould
A. H. Geuting
B. W. Greer, Jr.
Ira D. Garman
Paul W. Gibbons
John J. Gallagher
Albert R. Granger
Will B. Hadley
William C. Haddock
John C. Hingler
Joseph H. Hoar
J. Warren Hutchins
S. W. Huber
H. O. Hildebrand
T. T. Harney
Charles R. Hamilton
J. Guy Hawthorne
George Henderson
George A. Hause
Henry R. Hatfield
Carl Herschel
Job E. Hedges
William O. Hempstead
William S. Haines
Samuel F. Houston
Clement R. Hoopes
Bayard Henry
William K. Haupt
Philip A. Hubner
George A. Huhn
Charles E. Hires
George F. Hoffman
C. S. Hawkins
William H. Harding
Howard Heinz
Rev. J. Henry Harms
Thomas A. Hayes
John Hawthorne
Sumner R. Hollander
John F. Hylan
Ellwood Ivins

A. R. Iliff
Charles E. Ingersoll
Warner H. Jenkins
Alfred J. Johnston
George W. Jacobs
Edward C. Jacoby
Theodore Justice
Percy H. Johnston
Alba B. Johnson
William J. Johnston
John S. Jenks
W. E. Jordan
Augustine Jousard
Charles F. Jenkins
Theodore Jensen
John D. Johnson
Joseph Joiner
William K. Jeffries
Harry T. Jordan
Charles P. Jordan
James R. Johnston
Plumer E. Jefferis
W. Freeland Kendrick
Murdoch Kendrick
M. C. Kennedy
Philip Kind
George W. Kendrick, 3rd.
Josiah Kisterback, Jr.
Gustave A. Kuemmerle
Edwin F. Keen
N. B. Kelly
Irving Kohn
Edward V. Kane
Harry C. Kahn
Rev. Joseph Krauskopf
William G. Knowles
John W. Kephart
David Kirshbaum
William Kirkpatrick
Charles Kloss
Howard Kratz
Arthur H. Lea
W. G. Littleton
Preston P. Lynn

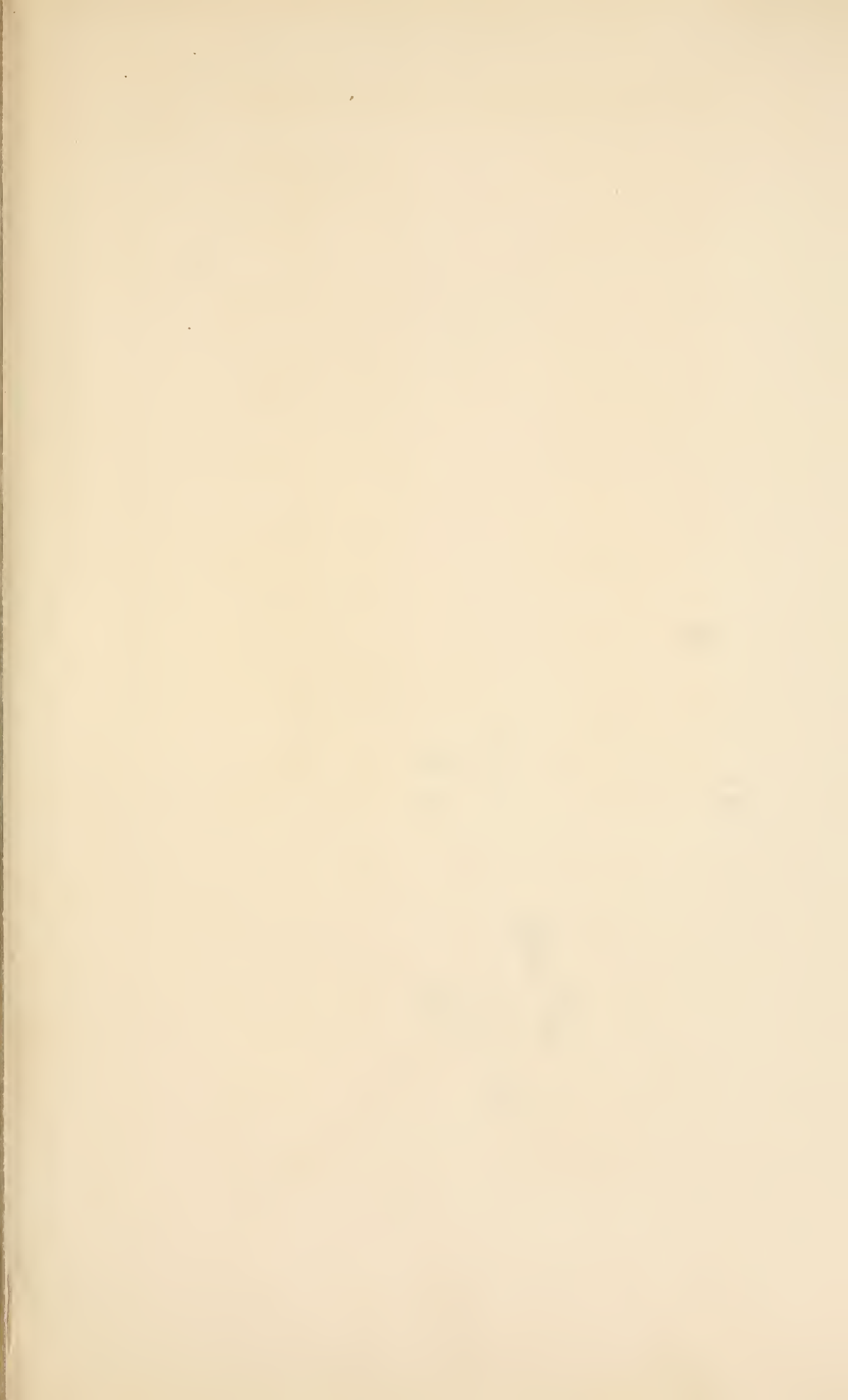
William Lyons
Isaac M. Loughhead
George Lyndoe
Robert G. Le Conte
Samuel D. Lit
Harvey Learch
John C. Lowry
Morris Lamb
William D. Lewis
Samuel Latta
Hamilton T. Lloyd
Horatio G. Lloyd
John W. Liberton
R. D. Leonard
John Luther Long
Davis S. Ludlum
Ernest Laplace
C. N. Lauer
Robert Lewis
C. H. Landenberger
Fred G. Lee
J. Hampton Moore
D. H. McAlpin
Samuel H. Miller
I. D. Mullen
William T. Marston
Effingham B. Morris
T. E. Mitten
Louis C. Madeira
William J. Montgomery
Randal Morgan
A. E. Maltby
Spencer K. Mulford
David Milne
Harrison S. Morris
Walter P. Miller
William W. Matos
J. Willis Martin
John K. Mohr
John H. Mason
Thomas E. Murphy
Charles E. Morris
Norman MacLeod
J. Wade McGowin

George H. McFadden
Frank E. Miller
John D. McIlhenny
William J. McCaughan
William B. Mills
William McCoach
William McFarland
Joseph B. McCall
John F. McDermott
Joseph J. McCaffrey
John McDonald
Frank B. McClain
Owen T. McMaster
E. J. McAleer
Samuel MacLaughlin
Andrew C. McGowin
Samuel McReynolds
Charles W. Neeld
Frederick Nichols
William R. Nicholson
Louis M. Nulton
John R. Neison
William L. Nevin
William J. Ostheimer
John J. O'Sullivan
James P. A. O'Connor
George Wharton Pepper
Daniel H. Paret
William G. Price, Jr.
M. W. Poole
E. Pusey Passmore
John M. Patterson
Lincoln K. Passmore
Josiah H. Penniman
James H. Penniman
John W. Pearce
E. S. Palmer
William Potter
Michael G. Price
William G. Price
Fred T. Pusey
H. A. Poth
E. J. Porteous
Harry L. Peak

Richard Quinn	Albert F. Strasburger
Samuel Rea	Joseph N. Snellenburg
E. F. Rivinus	Frank Smyth
Levi L. Rue	Franklin Smedley
Edward Robins	John F. Sinnott
William Rowen	Edward T. Stotesbury
William T. Riley	William L. Supplee
Frank M. Riter	George W. Stull
Armin W. Riley	Robert B. Sterling
Samuel P. Rotan	Frank Snyder
Gustav Rumpf	Joseph H. Scott
Alexander Russell	J. Hutchinson Scott, Jr.
Frederick A. Riehle	David J. Smyth
Warren W. Rush	Rowe Stewart
W. Richardson	C. Henderson Supplee
William E. Rice	C. A. Stinson
Francis J. Rue	E. K. Selig
H. K. Regar	M. D. Swisher
V. Gilpin Robinson	Durell Shuster
P. F. Rothermel, Jr.	Francis R. Strawbridge
T. Edward Ross	George F. Sproule
John C. Rowland	F. J. Shoyer
Godfrey R. Rebmann	John P. Sykes
H. D. Reese	William I. Schaffer
A. D. W. Smith	James B. Sheehan
Thomas J. Sinclair	Theodore B. Thompson
John W. Schell	William Thorpe
Eugene L. Shloss	William J. Turner
Edwin S. Stuart	W. W. Taylor
Joseph Spatola	C. Burgess Taylor
George H. Sherwood	S. B. Tily
John L. Steele	Ernest L. Tustin
J. J. Sullivan	Edward Taylor
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